

基于年轻消费者的品牌 Vlog  
营销策略研究

**Research on the brand Vlog marketing  
strategy in the perspective of young  
consumers**

## 摘要

从电影广告到微电影广告，从短视频广告到 Vlog 广告，视频类广告不断更新迭代。近年来，伴随着 5G 的热潮，短视频行业将更大浪潮的涌入，与人们的生活息息相关。这一切为短视频行业的蓬勃发展注入了一针兴奋剂。在短视频大热的趋势下，作为海外“进口”Vlog 火了起来，成为了年轻人展现自己的新窗口。顺势的不少企业也发现了 Vlog 这个极具优势的流量平台，开始通过 Vlog 对年轻消费者进行品牌营销。部分品牌成功运用了 Vlog 营销获得了巨大成功。论文的第一部分首先进行理论综述，通过新媒体和品牌传播的理论说明来表明 Vlog 传播的依据。第二部分主要是当前时代年轻消费者的消费方面的心理特质和平常爱好习惯接触的媒体进行分析；第三部分分析了目前 Vlog 营销方面的具体含义以及发展至今的现状，帮助读者更好的理解；第四部分在上一节 Vlog 营销发展的现状上列举了三个面向年轻消费群体的经典成功的 Vlog 营销案例，已具体的案例经验对企业如何进行 Vlog 品牌营销进行详细说明；第五部分则是对企业利用 Vlog 进行品牌营销的一些策略分析，包括根据自身产品对 Vlogger 和 Vlog 的风格内容进行挑选定制，更好的抓住年轻消费者的眼球和心理，以及合理的渠道进行投放；第六部分则是对企业进行 Vlog 营销时，宣传过程中的品牌建设和传播效果的分析；第七部分则是讨论品牌利用 Vlog 进行营销实施的注意要点，如何在 Vlog 和营销之间达成一个平衡。

**关键词：**Vlog 品牌营销 年轻消费者

## Abstract

From film advertisement to micro film advertisement, short video advertisement to Vlog advertisement, video advertising keeps updating and iterating. In recent years, with the upsurge of 5g, the short video industry will have a greater wave of influx, which is closely related to people's life. All this injected a shot of stimulant into the vigorous development of short video industry. In the trend of short video, as an overseas "import" of Vlog, it has become a new window for young people to show themselves. Many enterprises along the trend also found Vlog, a traffic platform with great advantages, and began to carry out brand marketing for young consumers through Vlog. Some brands have successfully used Vlog marketing and achieved great success. In the first part of the paper, the theory of Vlog communication is summarized, and the basis of Vlog communication is illustrated by the theory of new media and brand communication. The second part mainly analyzes the psychological characteristics of young consumers in the current era and the media that they usually contact with. The third part analyzes the specific meaning of current Vlog marketing and its current development to help readers understand it better. In the fourth part, three classic successful Vlog marketing cases for young consumers are listed on the current situation of Vlog marketing development in the last section, and the specific case experience explains how to carry out Vlog brand marketing in detail. The fifth part is the strategy analysis of brand marketing by using Vlog, including selecting and customizing the style and content of Vlogger and Vlog according to their own products, better catching the eyes and psychology of young consumers, and reasonable channels for delivery. The sixth part is the analysis of brand building and communication effect in the process of Vlog marketing. The seventh part discusses the key points of brand marketing implementation with Vlog, and how to achieve a balance between Vlog and marketing.

**Key words:** Vlog Brand Marketing Young consumers

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